Permit #F00039898

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00039898 **Type of Permit:** FILMING **Release Date:** 05/10/2011

Production Company INDEPENDENT MEDIA

Insured Company Name INDEPENDENT MEDIA

Contact Phone No. 1 310-659-3503
Contact Phone No. 2
Fax
Address 3000 W. OLYMPIC BLVD.
SANTA MONICA, California 90404

Production Title CADILLAC

Type of Production Commercial - Standard

Producer Denise Rochietti

Director Janusz Kaminski

1st AD Jimmy LaRocca

Production Manager Paul Alcus

FilmL.A. Coordinator Tim Overbeck

Location Manager Dave Ferdig
Primary Phone Office - 310-264-3955
Secondary Phone Mobile - 818-398-3271

Location Assistant Dave Ferdig
Primary Phone Mobile - 818-398-3271
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY FIRE REVIEW	$282.00
LA COUNTY-SPECIAL EFFECTS PERMIT FEE	$288.00

Total Permit Fee $1,595.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00039898	**Location Manager**	Dave Ferdig
Production Company	INDEPENDENT MEDIA	Primary Phone	Office - 310-264-3955
Insured Company	INDEPENDENT MEDIA	Secondary Phone	Mobile - 818-398-3271
Production Title	CADILLAC		

Location Address	30050 Pacific Coast Hwy, Malibu, CA, 90265
Location Name	ZUMA BEACH
Location Type	Beach
Location Description	LA COUNTY BEACH
Prep Dates	5/11/2011 - 5/11/2011 06:00 - 07:00 1 day
Film Dates	5/11/2011 - 5/11/2011 07:00 - 23:00 1 day
Open or Closed to the Public	Open
Generic Conditions	All Vehicles must be parked legally. Must comply with attached Beaches and Harbors Conditions Must contact local sheriff's department 1/2 hour prior to any gunfire or special effects. Must Maintain 5' Clearance on Sidewalks/Walkways Must maintain local/emergency access No Cast and Crew parking on areas streets. No interference with vehicular or pedestrian traffic Parking receipts must be displayed in all windshields of all production vehicles. Parking arrangements must be made prior to film date with PCI.
Please see attached documents	BEACHES and HARBORS ZUMA CONDITIONS Dec 2009.pdf COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
2500 gal water truck	1
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Picture vehicles	2
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	65
LA County FSA assigned	1

Filming Activities Drive ups & away; Driving shots; Exterior Dialogue; Rain effects; Wetdown; Filming in PCI parking lots only in Lot #1 & #2; Stationary picture car in parking lot. Driving scenes in parking lot. Wet down in parking lot.; Propane heat bar for heat wave effects.; Fuse / sparklers being lit.; Small bottle-rocket (3/4" x 7") on guide wire being lit and shot into a metal trash can in the parking lot.; Add rain towers in parking lot for rain effects.;

Special Effects:

Type	No. Times Per Day	No. Takes Per Take
Fire Bars	10 - 15	10 - 15

Description of F/X Scene: Fuse / Sparkler being lit. Small bottle-rocket on guide wire being lit and shot into a metal trash can in the parking lot.

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Production Title	CADILLAC		

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 667 **Grid:** A1

Location Notes
*No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines.
*Dual permit required with City of Malibu
*All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached).
*All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS — Marisol Camey

Coordinator Note For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.

Coordinator Note Production must not impede pedestrian path activity. Max 2 min IPC while FX activity is in place

Coordinator Note Production must cover up all storm drains in lot prior to wet down and remove covers after lot is cleaned up

Coordinator Note County Fire #: 11-1102-71
*FSA Required
*2500 Gal. Water Truck Required. (Truck to follow to any location with SFX)

Parking

Base Camp
Location Type : Filming Location
Parking Notes
150 spaces total in PCI Parking lot #1 & #2

Crew Parking
Location Type : Filming Location

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Special Filming Conditions for Los Angeles County Beaches

ZUMA BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- Must fly cables over pedestrian walkway.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND.**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Dual permit required with the City of Malibu**

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PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT